

# MAGIC<sup>®</sup> PRODUCT APPLICATIONS GUIDE

## DMPB10-C2S

InteliCoat



Digital Imaging  
Substrates

### TWO-SIDE IMAGEABLE POLYETHYLENE BANNER

MAGIC<sup>®</sup> DMPB10-C2S is a 12 mil polyethylene banner film, with a universal coating on both sides, that allow both sides to be imaged and viewed from either side. This two-sided banner offers a lower cost than printing on an one-sided banner and stitching it back-to-back. DMPB10-C2S features a non-glare smooth surface, quick dry times, and superior imaging performance in water-based thermal and piezo printers using dye and pigment inks.

#### PHYSICAL PROPERTIES

Caliper:	12 mil (308) microns	Gloss (60°):	2.2
% Opacity:	99%	Optimum Print RH:	30-60%
Whiteness:	109	Optimum Print Temp.:	70 °F (21 °C)
Brightness:	92		

#### APPLICATIONS GUIDELINES

**Outdoor and Indoor Banner:** This product is recommended for indoor and outdoor banner applications.

**Printer & Ink Compatibility:** DMPB10-C2S may be printed on Hewlett-Packard DesignJet<sup>®</sup>, Encad NovaJet<sup>®</sup>/Pro/Proe, ColorSpan<sup>®</sup> Displaymaker, Canon iPF series, Epson Stylus, and other water-based piezo printers. It is recommended to use pigment inks for longer-lasting images. Although dye-based inks provide a higher color gamut, premature fading can occur.

**Water Resistance & Surface Protection:** To obtain a high degree of water resistance, use only pigment ink. Dye-based inks will yield good color gamut, but bleeding may occur when the image gets wet. Overlaminating dye-based ink will not eliminate image bleed, unless the material is completely sealed to a non-porous surface or encapsulated. To avoid perforating the laminate, use banner tape to put a hem on the banner (see Tape Hem section below). Let the image dry 24 hours before exposing to moisture. Dirt and stains cannot be cleaned from the imaged surface and the surface can be damaged from excessive folding or creasing, so overlaminating is recommended to help protect it.

**Printing Guidelines:** To optimize print quality, printers should be set for highest print quality. Recommended media selection should be "HEAVY COATED PAPER". Images sized in a software application may be printed slightly smaller than anticipated. See page 2 of this guide for two-side printing guideline.

**Material Handling & Storage:** Once the print is completed, roll imaged media onto a core until ready for use. Folding of the material is not recommended. After use, the material should be stored in its original packaging in the poly bag suspended on the end boards. The material should be stored a 72° F (+/-5°) for no more than 1 year.

#### FINISHING RECOMMENDATIONS

**Tape & Stitched Hem:** Standard high-tack banner tape can be used and is preferred to sewing, as the sewing process can scratch or cause coating pick-off. Follow the guidelines of the tape manufacturer. If sewing, it is recommended that the unlaminated banners be stitched hem side up so that the sewing machine foot comes in contact with only the backside of the banner. For maximum reinforcement, a double-stitched hem with a double lock stitch with a maximum of five stitches per inch and corner reinforcements are recommended.

**Grommeting:** Grommets should be placed in the hemline along the length of the banner so that the grommet is through two layers. Corner grommets should be placed where the length and width hems cross, so that the grommet is through four layers. A reinforced corner is also recommended to increase durability.

**Laminating:** A vinyl pressure-sensitive overlaminate or an acrylic liquid overcoat may be used. However, overlaminating one side may cause the product to curl toward the laminated side. Let image dry 24 hours before laminating.

#### RECYCLING AND DISPOSAL



Disposal by recycling of ink jet media is the preferred method. Where recycle markets do not exist, disposal by landfill or an approved incinerator is acceptable. See the Magic Technical Bulletin @ [www.magicinkjet.com](http://www.magicinkjet.com)

See page 2 of this guide for two-sided printing guidelines.

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For more information, call 1-800-628-8604,  
or visit our website: [www.magicinkjet.com](http://www.magicinkjet.com)

\*Most updated version of this guide can be obtained on our website.

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### TWO-SIDE IMAGEABLE POLYETHYLENE BANNER

#### TWO-SIDED PRINTING GUIDELINES

For two-sided printing on Epson 7800 & 9800, refer to the Magic Technical Bulletin "Two-sided Printing on Epson 7800 & 9800" on the [www.Magicinkjet.com](http://www.Magicinkjet.com) web site.

The following instructions are tailored for the HP5000 DesignJet series.

#### 1. Prepare artwork:

- \* The graphics to be printed must have two separate ripped or prepared versions.
- \* One version should have no rotation (or 0° rotation).
- \* The second version should be flipped vertically (or 180° rotation).

Note: With no rotation, most programs print head first or upside-down when viewing from the front of the printer.

#### 2. Prepare printer for side one printing:

- \* Turn automatic cutter off.
- \* Load 2-sided banner roll media onto the printer.
- \* Select media setting.
- \* If printhead calibration occurs, allow printer to calibrate. Cut off calibration patches by overriding the automatic cutter.
- \* Advance media a minimum of 12 inches.
- \* Mark on printer or make note of the exact point of the lead edge. You align the lead on side two with this reference mark.

#### 3. Print side one of the graphic:

- \* Print the graphic with the 0° or no rotation.
- \* Once the graphic is printed, and before cutting, measure the distance between the lead edge of media and the start of the printed graphic.
- \* Take that measurement (a min. of 12 inches) and advance the media to the distance plus a little extra.
- \* Make note of the orientation of the graphic; this will be exactly how you feed side two. Whatever part of the graphic printed last will feed into the printer first for side two.
- \* Now cut off the printed graphic and unload the unimaged roll,
- \* Do not shut off or change media settings between prints.

#### 4. Prepare graphic for side two printing:

- \* Now take your measurement, and trim the tail end of side one exactly to the distance. The cut must be perpendicular to edges of the media. Using cutting machine if possible.
- \* You now have a one-sided graphic with an unimaged leader that exactly matches the unimaged tail.

#### 5. Load printer for side two imaging:

- \* Take graphic to printer and orient exactly as noted earlier; typically with the printed side facing you and up-side down.
- \* Load graphic into printer.
- \* If printer asks for roll or sheet, select roll.
- \* After the printer accepts load, select the same media setting you did for side one printing.
- \* Using a media move option, either forward or reverse media's lead edge to mark noted earlier from side one.

#### 6. Print side two of graphic:

- \* Because of the lead edge mark, you now have a lead edge on side two that matches side one. Having never flipped your print horizontally, we have the same right-hand edge for both sides. Also you have enough media on the trailer so the printer does not run out of media.
- \* Now print the second ripped file that is 180° flipped vertically from side one.
- \* Once printed, advance the rest of the banner out.
- \* You will now have a finished two-sided banner with an alignment of +/-0.375".

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